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- DATE: 05/14/93 SALES INFORMATION SYSTEM TIME: 15:38 -
- SUBJECT: WAWA SUMMER PROMOTIONS SENDER: J.A. MORRIS/1340 -
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TO: DIVISIONS WITH WAWA LOCATIONS

SUBJECT: WAWA SUMMER PROMOTIONS

DEAR MANAGERS:

AS INFORMATION AND FOR PLANNING PURPOSES, WAWA MARKETS HAS APPROVED THE WINSTON SUMMER PROMOTION FOR ALL STORES:

O AUTOMATIC DISTRIBUTION OF PRODUCT WILL START TO BE SHIPPED MAY 20, 1993.

O EACH STORE WILL RECEIVE PRODUCT ON THE NORMAL DELIVERY DAY THEY RECEIVE CIGARETTE PRODUCT.

O WINSTON $0.40 PACK PROMOTION SHOULD BE MERCHANDISED ON THE PRC AND PROMOTIONAL FLOOR DISPLAY

O RJR POS HAS BEEN AUTHORIZED FOR EACH STORE:
- LARGE PASTER COMMODITY NO. 409411 - ON WINDOW
- DUMP BIN RISER CARD COMMODITY NO. 409400 - ON PACK FEEDER
- STANDARD RJR POS ON DISPLAYS
- IN ADDITION, DANGLER HAS BEEN APPROVED.

RJR SALES REPRESENTATIVES SHOULD CONTACT WAWA STORES IN THEIR ASSIGNMENTS THE DAY THE PRODUCT IS RECEIVED AND PLACE PACKS ON APPROVED DISPLAYS AND SECURE POS TO CORRESPOND WITH THE PROMOTION.

IT IS IMPERATIVE THAT OUR PEOPLE CONTACT THE STORE ON THE DAY PRODUCT IS RECEIVED.

O I WILL SUPPLY TO YOU A LIST OF STORE AND DELIVERY DATES ON MONDAY, MAY 17, 1993.

THANK YOU FOR YOUR ASSISTANCE.

WARM REGARDS,

JIM

J.A. MORRIS

JAM:DES

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*** END OF MESSAGE ***

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